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# The Bonnewitz Wholesale Gardens



## WEEKLY CHATS AND SPECIALS

Number Fourteen-Season 1927 Van Wert, Ohio, Oct. 29, 1927.



Associate Editor

### Confidence!

*I'm not a-scared o' horses ner street cars ner anyfing,  
Ner automobiles ner th' cabs; an' once, away last spring,  
A grea' big hook an' ladder fng went slaptly-bangin' by  
An' I was purtnear in th' way, an' didn't even cry;  
'Cause when I'm down town I go 'round wif papa—un'erstand,  
An' I'm not 'fraid o' nuffin' when papa holds my hand.*

*Sometimes my papa holds on like I maybe helped him, too,  
An' makes me feel most awful good puttendin' like I do.  
An' papa says—w'y papa says—w'y somepin like 'at we  
An' God 'ist keep a holdin' hands the same as him an' me.  
He says some uvver fngs 'at I 'ist partly un-erstand,  
But I know this—I'm not afraid when papa holds my hand.*

—GILLILAN.

There is a thrill in the touch of that little hand, and one's imagination is functioning way below par, if a parent can not see and feel the responsibility which such confidence brings with it. WHAT AN OPPORTUNITY.

If I can maintain my boy's confidence until I have helped him lay a few of the important foundation stones of a good character, what a proud and happy "DAD" I will be. I have learned, even during my short term at Life's school of experience, that if I am to merit my son's confidence I must become thoroughly acquainted with him. I must understand his surroundings, his desires, his ambitions, his problems. I must be patient, I must be sincere, I must be honest, I must play fair. In my imagination I can picture many heart-to-heart talks with him, in which I will always strive to catch his view-point, to understand his side of the case, in order that I may apply my experience to the best advantage, and I am hoping that I will always remember that this parent's job is a cooperative affair in which there is a generous mixture of love, patience, faith and confidence.

I may be a bit old fashioned and out of date, but I do believe that this same lesson of confidence applies to every day business. Unless we, as a business organization, can catch the customer's view-point and strive earnestly and constantly to see his problems from his angle, our preachments of experience and service will have little effect. A spirit of cooperative confidence must be retained at all

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cost. Upon that, and that alone, can a successful, substantial business be built.

For the past few weeks we have been living in an atmosphere of accomplishment. We have so successfully propagated Iris, Mother of Pearl, that we can offer stock to our wholesale trade at prices which give a splendid profit when featuring the variety at the new retail price of fifty cents. We were sincere in our belief that our sales plan for 1928 was fair to all concerned, but we soon discovered that we had failed to consider the view-point of the customer from every angle. A remark in a recent letter forcibly called attention to our oversight. "Mr. Shimer, what about the man who said in 1927 'Lo, I will buy me 5000 Mother of Pearl at 50¢ and in 1928 I will clean up \$2500.00 on that one variety.' You state the \$1.00 pricing of Mother of Pearl this year (1927) will make more 50¢ sales next year (1928), and I as a novice doubt you."

To this we can make only one answer. From an investor's standpoint the new price is disastrous, but if the investor is protected in the plan, and we secure a wider distribution of a good Iris, then the sales plan will prove a good thing for the trade in general. But the original investor must be protected. We must retain the confidence of the many who acted on our advice and stocked Mother of Pearl at a wholesale price of 50¢ or more, and see that our sales plan does not result in a loss to them. And that is exactly what we will do.

Every customer who has purchased Mother of Pearl of us at 50¢ or more, and has used the stock for propagating purposes, will be credited with a similar number of roots on our books, which will be forwarded to him at any time the stock is needed.

To be definite. If you purchased 25 Mother of Pearl of us at 55¢ or 60¢ and planted them to meet a dollar demand, you still have 25 Mother of Pearl to your credit, and you can order the roots forwarded at any time you wish. The same adjustment will apply to larger purchases. If your original order called for 500 Mother of Pearl, we will hold 500 additional roots subject to your order. As soon as the rush of fall work is over, we will supply each Mother of Pearl purchaser with a memorandum of the stock held to his credit, so that he can give us definite shipping instructions on the additional roots due. We want to catch the customer's view-point in matters of this kind, for in no other way can we make a fair, sincere, satisfactory adjustment.

Another party writes, "Your color illustrations are fine but they are too darned big for my use. Make 'em smaller and I'm with you." Just another case of our limited view-point. The illustrations which we now have (and we consider them good) were made to meet our individual needs, and if they do not fit into your requirements, we're sorry. If you cannot adapt the present sizes to your use, let us know the sizes which will work in your advertising plans, and during the season of 1928 we may be able to work out something which will prove mutually helpful. Give us the benefit of your view-point.

I must confess to one idiosyncrasy. I have always had a constant fear that I would not make good, that my efforts would fall flat. I worked three years on my first job without a vacation because I thought the boss might find out he could get along without me. And even now, with all of Mr. Bonnewitz's confidence in my ability and his encouragement from time to time, I sometimes feel that I am making a failure of these "Weekly Chats", and that a large percentage of them reach the wastepaper basket unread. All because I am writing them from our own view-point

alone, and do not have an opportunity to apply the honest, sincere enthusiasm of my boss to your problems from your view-point. If I can get a survey of your needs, if I can understand your wants, your desires, your ambitions, your problems, then can I put out a Bulletin that will mean "Service" and general interest to all, and I can cast aside that feeling of failure.

And I do want to make good with our little "Service Bulletin", For myself, because I'm human and enjoy success; for my family because they expect it, for my boss because he really deserves it; for you and the trade in general, because I believe there is a need for a cooperative clearing house of ideas and helps, which we are glad to include in the Bulletin from time to time as the data is available.

And that, and that only, is the reason I am sending you the "HEART TO HEART QUESTIONNAIRE" which accompanies this bulletin. Give me this short summary of your situation in the trade field and I will try to conscientiously use the data in preparing bulletins of general interest. Remember, I need your view-point to round out my understanding of the general trade conditions. There is room on the Questionnaire for your comments, and I will welcome your suggestions as to how the Bulletin can be made more helpful.

Lee A. Shimer  
Sales Manager  
The Bonnewitz Wholesale Gardens  
Van Wert, Ohio

Doyt A. Shimer  
Associate Editor

P. S. I BEG YOUR PARDON  
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Last week I mentioned Jacob Sass as the originator of the fall blooming Irises, Autumn King and Autumn Queen. Mr Jacob Sass writes me that his brother H. P. Sass of Washington, Iowa, deserves the credit for these two varieties. I presume many Iris students, like myself, think of Sass varieties as being originated by Sass Brothers. I do not know why I gave Jacob full credit for Autumn King and Autumn Queen, but I am glad to make the correction and give credit where credit is due. They are both fine Irises and any originator can well be proud to claim them.

NOTE THE SURPLUS AND WANT LIST ON OTHER SIDE OF THIS PAGE

Fairview Gardens, 1626 South 23rd Ave., Maywood, Ill., are interested in locating stock of Tree Peony " Reine Elizabeth ".

The Michael Seed Store, 316 Pearl St., Sioux City, Iowa, are inquiring for hardy, large flowering, outdoor chrysanthemums. In writing them state varieties available and give date of bloom.

The F. & F. Nurseries, Springfield, N. J. are interested in the purchase of 25 or 50 of the following Irises, Japanese Irises and Peonies. Stock must be good size, reasonably priced and guaranteed true to name.

IRISES: Afterglow, Ambassadeur, Alcazar, Asia, Clio, Dream, Isoline, Lent A. Williamson, Lord of June , La Neige, Lohengrin, Medrano, Opera, Ma Mie, Mother of Pearl, Pallida Dalmatica, Prospero, Quaker Lady, Seminole, Shekinah, Sherwin Wright, Souv. de Mme. Gaudichau, Sunset and White Queen.

JAPANESE IRISES: Dominator, Gold Bound, Minerva, Mount Hood, Helen von Siebold, Frate, Violet Queen and J.C. Vaughan.

PEONIES: Baroness Schroeder, Festiva Maxima, Frances Willard, Le Cygne, Solange, Tourangelle, Eugene Verdier, Lady Alexandria Duff, M. Jules Elie, Martha Bulloch, Sarah Bernhardt, Therese, Karl Rosefield, M. Martin Cahuzac, Richard Carvel, Philippe Rivoire, Le Jour, Tokio and Mikado.

Farr Nursery Co., Weiser Park, Penna., are quoting an attractive price on Peony, Marguerite Gerard. Northbrooke Gardens, Glencoe, Ill., have just issued a very complete Wholesale Peony List which should be on every purchaser's desk.

South Side Gardens, Pecatonica, Ill., report the following surplus in Peonies: 400 Madame de Verneville; 200 M. Jules Elie and M. Martin Cahuzac 100.

Earl H. Watson , Northfield, Minn., has a surplus of Peony, Frances Willard. Auten Nursery, R.F.D.1, Oberlin, Ohio, is offering Mikado at a fair price. Prairie Gardens, Mc Pherson, Kansas, have available for quick sale 1000 Iris Sherwin Wright.

W. L. Gumm, Remington, Indiana, is inquiring for 100 Karl Rosefield, 3 to 5 eye divisions from young plants, stock to be guaranteed free from disease and true to name.

The Bonnewitz Wholesale Gardens want to locate good healthy stocks of Irises Ambassadeur and Lord of June. Both varieties are very scarce. From present indications we will not be able to deliver these two Irises before July 1928. What have you to offer for immediate and Spring delivery and at what prices? Would also be glad to have your comments as to what retail price they should carry for next year. Due to the scarcity it may be necessary to advance them a little. What do you think?

A STAMPED, ADDRESSED ENVELOPE IS ENCLOSED FOR MAILING BACK THE QUESTIONNAIRE.

# THE BONNEWITZ WHOLESALE GARDENS

VAN WERT, OHIO

THE WEATHER STILL CONTINUES FAVORABLE FOR PEONY PLANTING.

We must withdraw Therese from sale for the balance of the season. The demand soon took up our available stock. Here are the varieties we can still supply, offered at exceptionally low wholesale prices for your immediate planting needs. All orders accepted subject to being unsold. Order in any quantity you wish, and we will ship order complete if surplus is not exhausted. All shipments will be made by express, transportation charges collect. If parcel post delivery is requested, the actual cost of postage and insurance will be added to invoice. Terms, thirty days net, from date of shipment. Two per cent (2%) discount for cash with order. Divisions will be our established wholesale size, at least three eyes, with a good root system. The prices immediately after the varieties in this list represent the retail values.

VARIETIES - RETAIL VALUES	PRICE EA WHOLESALE	VARIETY-RETAIL VALUE	PRICE EA WHOLESALE
ASSMANSHAUSEN -5.00	\$ 2.50	HELEN WOLAVER -4.00	2.00
BARONESS SCHROEDER -1.50	.75	JAMES BOYD-10.00	5.00
BEAUTY'S MASK -1.50	.75	JAMES KELWAY -2.00	1.00
BENOIT -3.00	1.50	JEANNE GAUDICHAU -2.00	1.00
BERTRADE -4.00	2.00	JEANETTE OPPLINGER -1.50	.75
BUNCH OF PERFUME -1.00	.50	JEANNOT -12.50	6.00
BUNKER HILL -3.00	1.50	JOHN RICHARDSON -2.00	.90
CANDEUR -5.00	2.50	JUDGE BERRY -7.00	3.50
CHARLES S. MINOT -2.00	1.00	KARL ROSEFIELD -2.00	.90
CHERRY HILL - 5.00	2.50	KELWAY'S GLORIOUS -13.00	9.00
CLEMENCEAU -6.00	3.00	LADY ALEX. DUFF -4.00	1.75
COROVATION -3.00	1.50	LADY GWEN. CECIL -2.00	1.00
DOROTHY E. KIBBY -3.00	1.50	LA FRANCE -6.00	3.00
DR. H. BARNSEY -2.00	.90	LE CYGNE -10.00	6.50
ELWOOD PLEAS -3.00	1.50	LONGFELLOW -5.00	2.00
E. R. BROWNING -5.00	2.50	LORA DEXHEIMER -4.00	2.00
EMCHEN -5.00	2.50	LOVELINESS -3.50	1.75
EMILE HOSTE -3.00	1.50	LUCY E. HOLLIS -2.50	1.25
ENCHANTRESSE - 5.00	2.50	MME. BENOIT RIVIERE -3.00	1.50
ENCHANTMENT -1.50	.75	MME. D. TREYERAN -2.00	1.00
ENTENTE CORDIALE-1.00	.50	MME. EMILE DUPRAZ -4.00	2.00
ESTAFETTE -2.00	1.00	MME. FRAN. TOSCANELLI -3.00	1.50
FUGENE VERDIER -2.00	1.00	MME. GAUDICHAU -7.50	3.75
EUGENIE VERDIER -1.00	.50	MME. JULES DESSERT -4.00	2.00
EVANGELINE-3.50	1.75	MARG. GAUDICHAU -3.50	1.50
EXQUISITE -3.00	1.50	MARIE CROUSSE -2.00	.90
FRANCES SHAYLOR -5.00	2.50	MARTHA BULLOCH -10.00	5.00
GALATHEE -5.00	2.75	MARY BRAND -3.00	1.25
GEORGIANA SHAYLOR -5.00	2.50	MARY W. SHAYLOR -10.00	5.00
GINETTE-3.00	1.00	MAUD L. RICHARDSON -2.50	1.25
H. A. HAGEN -3.50	1.75	MIDSUMMER NIGHT'S DREAM -2.50	1.25

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VARIETY - RETAIL VALUE	PRICE EA WHOLESALE	VARIETY - RETAIL VALUE	PRICE EA. WHOLESALE
MIGNON -4.00	2.00	RACHEL -4.00	2.00
M. JULES ELIE -1.50	.85	RAOUL DESSERT-8.00	4.00
MISS SALWAY -5.00	2.50	RAUENTHAL -5.00	2.50
M. MARTIN CAHUZAC -3.00	1.50	REINE HORTENSE-2.00	1.00
MRS. EDWARD HARDING -15.00	7.50	RICHARD CARVEL -7.50	3.75
MRS. JOHN M. LEWIS -3.00	1.50	ROSETTE -5.00	2.50
NINA SECOR -10.00	5.00	R. P. WHITFIELD -1.50	.75
NYMPHAEA -5.00	2.50	SARAH BERNHARDT -2.50	1.25
OPAL -2.50	1.00	SARAH CARSTENSON -5.00	2.50
OTHELLO -3.00	1.50	SECRETARY FEWKES -5.00	2.50
PASTEUR -2.00	1.00	SOLANGE -5.00	2.25
PHILIPPE RIVOIRE -25.00	12.50	SOPS OF WINE-2.00	1.00
PHILOMELE -1.00	.50	SOUV. DE FRA. RUITTON -2.50	1.25
PIERRE DUCHARTRE -2.00	1.00	STRASSBURG-3.00	1.50
POETE F. MISTRAL -2.00	1.00	WALTER FAXON -5.00	2.50
PRIMEVERE '3.00	1.50	WELCOME GUEST-3.00	1.50

#### JAPANESE AND SINGLE PEONIES

CAMILLE-1.00	.40	PERLE ROSE -2.00	.60
EILEEN KELWAY -3.00	1.25	PRINCESS MATILDA -2.00	.60
FLASHLIGHT -5.00	1.50	RAREBROCADE - 1.00	.35
KAMENO KEROGAMA -2.50	1.25	TAGO NO TSUKI -1.50	.50
LA FRAICHEUR -1.50	.50	TOKIO -8.00	3.00
MAGNIFICENCE-2.50	1.25	TORREADOR -3.00	1.25
MAFEKING-3.00	1.00	TORPILLEUR -5.00	1.90
O FUGI -1.00	.40	VELOUTINE-2.00	.60
OSHIO KUN -1.00	.35	VENISE -1.50	.50

SEE OUR RETAIL LIST FOR DESCRIPTIONS